

MODES DE LA CONNAISSANCE | FORMAS DE CONOCIMIENTO
WAYS OF KNOWING

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Admissions Case Studies

Kirk Brennan, Associate Dean/Director of Undergraduate Admission,
University of Southern California

Jim Bock, Vice President and Dean of Admissions, Swarthmore College

Kim Johnston, Director of Membership and Affiliate Relations, National
Association for College Admission Counseling



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Methods to the Madness: Admissions Decision-Making Models

Formulaic Models

- “By the numbers” – GPA, class rank, standardized test scores

Holistic Models

- Comprehensive review of the complete application, essays, recommendations and other information



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Application Components: What Is Important?

These factors vary in importance from institution to institution:

- Academic Achievement, Quality and Potential
- Nonacademic Characteristics and Attributes
- Institutional Needs

Rigol (2003)
Admissions Decision-Making Models



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Ivory Tower University

Welcome to Admission Officer Training!





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Ivory Tower University

Ivory Tower University was founded in 1880, in the burgeoning southwestern United States, with the intent of developing leaders for the rapidly growing, increasingly urban region. We are a research institution with a rich tradition in the liberal arts and sciences. We have strong professional schools in areas of commerce, engineering, medicine, law, journalism, mass communication, and public administration. We also house six schools of fine and performing arts. Students are encouraged to explore many disciplines. Enrollment approaches 35,000 students, including 17,000 undergraduates and 18,000 graduate and professional students. They hail from all 50 states, and 130 different countries from around the world. A vibrant campus demands students get involved to help shape the world's future.



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Admission is competitive. Typical students are near the top of their class, among the best students in the country, even the world. In selecting students, we aim to bring a diverse student body to ITU, paying special attention to academic excellence, a willingness to engage actively in the learning process in a collaborative environment. We also consider personal attributes such as evidence of impactful leadership, passion for public service, strength of character in overcoming personal hardships, and a drive to succeed. Our faculty demand students who will make an impact inside the classroom and out.



Ivory Tower University

Last year's admission profile:

Applications	35,000
Admission offers	6,000
Admission rate	17%
Expected enrollment	4,200

Rank in class, by decile	
1st	39%
2nd	13%
3rd	6%
4th	4%
5th	3%
6th	1%
7th	0%
8th	0%
9th	0%
10th	0%
Not reported	34%

Interquartile ranges	25th %-ile	75th %-ile
GPA	3.82	4.20
SAT Critical Reading	610	710
SAT Math	620	760
SAT Writing	600	720

Sending high school:

Public:	59%
Private:	41%



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- 30 minutes to review cases
- 15 minute committee meeting
- 15 minute tally, discussion Q&A



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Additional factors

in no particular order...

- Net Revenue: need-blind vs need-aware
- Academic interest: impacted vs. under-enrolled programs
- Demonstrated interest
- Recruited student-athlete
- Special talent: music, fine art, etc
- Legacy status
- Fundraising potential
- School relations
- Diversity: geographic, ethnic, socioeconomic, etc.
- etc..